



107 Carpenter Drive, Suite 100
Sterling, VA 20164
1.800.645.7700
703.391.8400
Fax: 703.391.8416
www.iccfa.com

FOR IMMEDIATE RELEASE

For More Information, Please Contact:

Maddy Collins
1.800.645.7700
maddy@iccfa.com

INTERNATIONAL CEMETERY, CREMATION AND FUNERAL ASSOCIATION HOSTED SUCCESSFUL 2024 DEAD TALKS SALES CONFERENCE IN LAS VEGAS, NEVADA

STERLING, VA (February 19, 2024) – The International Cemetery, Cremation and Funeral Association (ICCFA) proudly announced the successful conclusion of the 2024 DEAD Talks Sales Conference, held from January 16-18 at the Park MGM Las Vegas Hotel. This premier event brought together 370 deathcare professionals from around the world for three days of learning, networking, and collaboration.

Themed "Remaining Relevant," the conference addressed the critical challenge of staying current and adaptive in an ever-evolving landscape that includes the emergence of AI technologies and an increasingly tech savvy consumer. Attendees explored innovative strategies, best practices, and emerging trends aimed at ensuring continued relevance and success in the cemetery, cremation, and funeral fields.

Keynote speaker Tiffanie Kellog delivered a captivating presentation titled "Winning with Referrals: A Guaranteed Bet for Business," that was tailored specifically for the deathcare profession's unique challenges. She provided attendees with actionable insights into leveraging referrals to drive business growth. The DEAD Talks at the conference covered a wide range of topics, including marketing, artificial intelligence (AI), retention strategies, sales techniques, self-improvement for sales professionals, and sales strategy development. One of the highlights included a panel-style discussion with the profession's top leaders entitled "Unlock the Full Potential of Your Sales Team with

Effective Sales Coaching,” and a Community Events Leader Lab led by Erin Creger of Envision Strategic Partners and Dan Kientzel of Service Corporation International.

“DEAD Talks 2024 was a resounding success that saw the highest attendance numbers in recent years, indicating a growing commitment to advancing our profession,” said John Bolton, CCE, CCrE, CSE, CXE, Chair of the ICCFA Sales and Marketing Committee. “As this marks my final DEAD Talks event as the Sales and Marketing Committee Chairperson, I am proud to have been part of such a transformative experience, and I am confident in the continued success of the ICCFA’s initiatives under new leadership.”

The success of the 2024 DEAD Talks Sales Conference reflects ICCFA's ongoing commitment to advancing excellence and driving positive change in the deathcare profession. Information regarding the 2025 DEAD Talks Sales Conference will be made available in spring 2024. Check back for details at iccfa.com/sales.

###

Founded in 1887, the International Cemetery, Cremation and Funeral Association is the only international trade association representing all segments of the cemetery, cremation, funeral, and memorialization profession. The association comprises over 10,000 members in the cemetery, funeral home, and crematory industries, as well as supplier and related businesses worldwide.